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A method for securely providing customer information to an Internet 2 merchant, the method comprising:

- (A) obtaining customer information from a customer;
- (B) storing the customer information;
- (C) receiving a request that the customer information be provided to the merchant;
 - (D) authenticating the customer in response to the request; and
 - (F) providing the customer information to the merchant.

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- 2. The method of claim 1, further comprising
- (G) obtaining authentication information from the customer in conjunction with the customer information.
- 3. The method of claim 2, wherein (D) comprises:
- (D-1) receiving authentication information submitted by an individual in response to a request on a web site of the merchant; and
- (D-2) confirming that the authentication information submitted by the individual matches the authentication information obtained from the customer.
- 4. The method of claim 3, wherein the customer information and the authentication information obtained from the customer are obtained through a web site.
- 5. The method of claim 4, wherein the customer authentication information comprises a user ID and a password.
- 6. The method of claim 4, wherein the customer authentication information comprises a passcode.
 - 7. The method of claim 2, wherein (D) comprises:

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- (D-1) receiving, from the merchant, authentication information obtained from an individual; and
- (D-2) confirming that the authentication information received from the merchant matches the authentication information obtained from the customer.
- 8. The method of claim 7, wherein the authentication information obtained from the individual is obtained by the merchant through a merchant web site.

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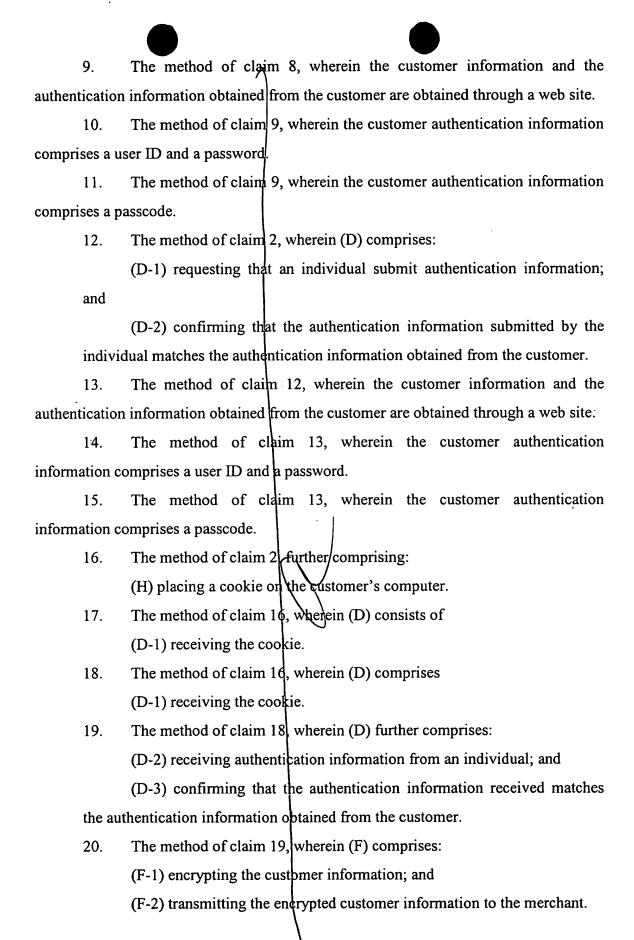
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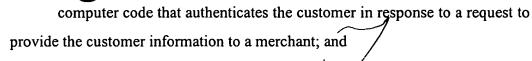
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The method of claim 19, wherein the customer information and the 21. authentication information obtained from the customer are obtained through a web site. The method of claim 21, wherein the customer authentication 22. information comprises a password. 23. The method of claim 2, further comprising: (H) receiving, from the merchant, purchase/information regarding purchases made by the customer; and (I) using the purchase information to augment a customer profile that represents the customer's interests. 24. The method of claim 23, further comprising (J) providing the customer profile to Internet merchants. 25. A method for securely providing /customer information to Internet merchants, the method comprising: receiving a request that customer/information of a registered customer be provided to a merchant; providing at least one form, wherein the at least one form solicits the entry of authentication information/from a purchasing customer; receiving authentication/information submitted by the purchasing customer; verifying that the authentication information submitted by the purchasing customer matches the authentication information of a registered customer; and providing the customer information of the registered customer to the merchant. The method of claim 25, further comprising registering a customer by 26. obtaining customer information and authentication information from the customer A system for securely providing customer information to Internet 27. merchants, the system comprising: a first set of web pages configured to obtain customer information and authentication information from a customer; a database configured to associate and store the customer information

and authentication information obtained from the customer;



computer code that provides the customer information to the merchant upon authentication of the customer.

28. The system of claim 27, further comprising

a second set of web pages configured to obtain authentication information from an individual, wherein the computer code that authenticates the customer processes the authentication information provided by the individual.

29. A method for securely obtaining customer information from an information service, the method comprising:

requesting that a customer submit authentication information;

providing the submitted authentication information to the information service in conjunction with a request for customer information; and

receiving customer information from the information service in response to the request.

30. A method through which an Internet merchant can securely obtain customer information from an information service, the method comprising:

providing a checkout web page to a customer, the checkout web page having a link to an information service web page, the link including URL encoded information regarding the identity of the merchant; and

receiving customer information from the information service.

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